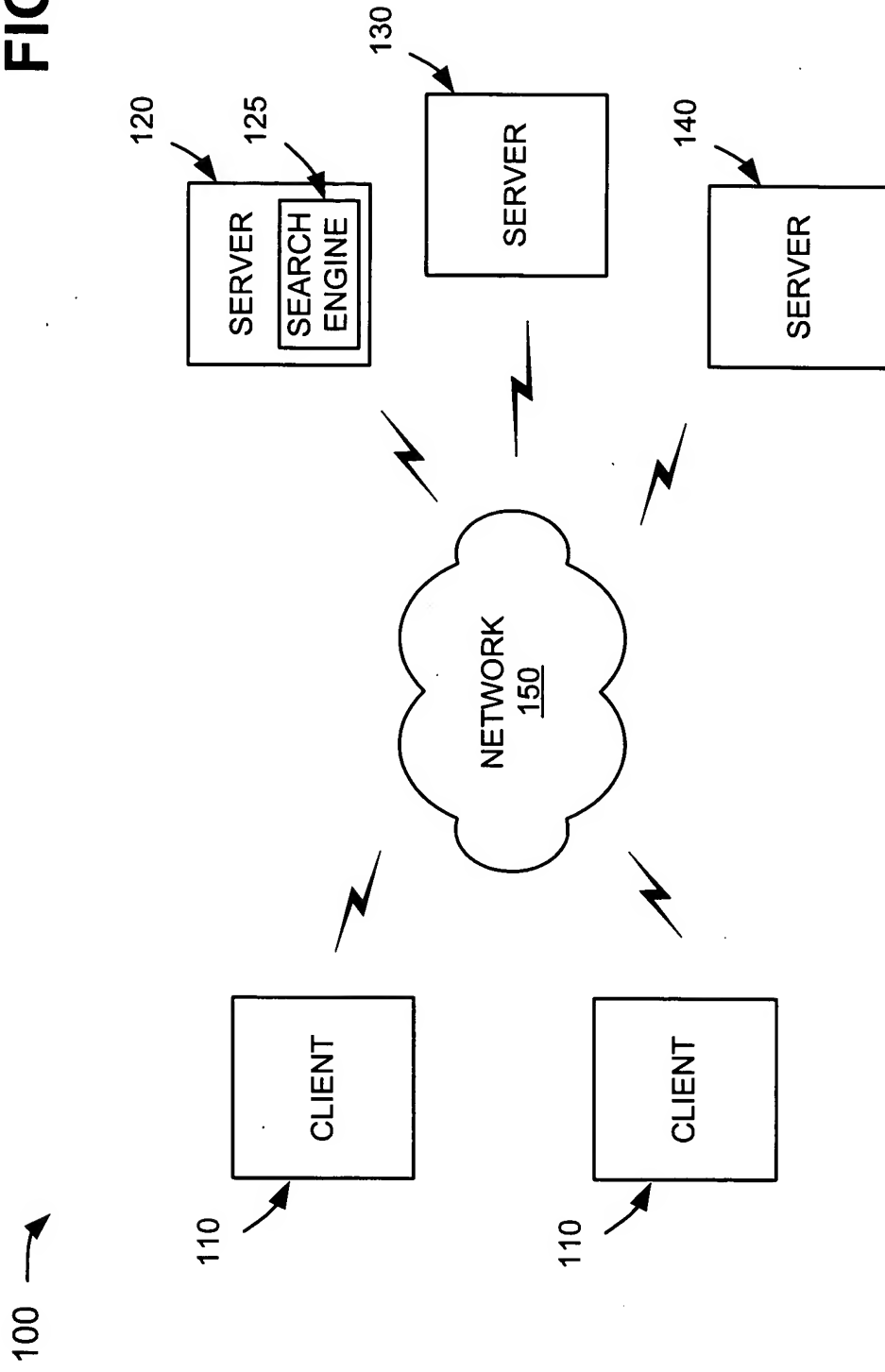
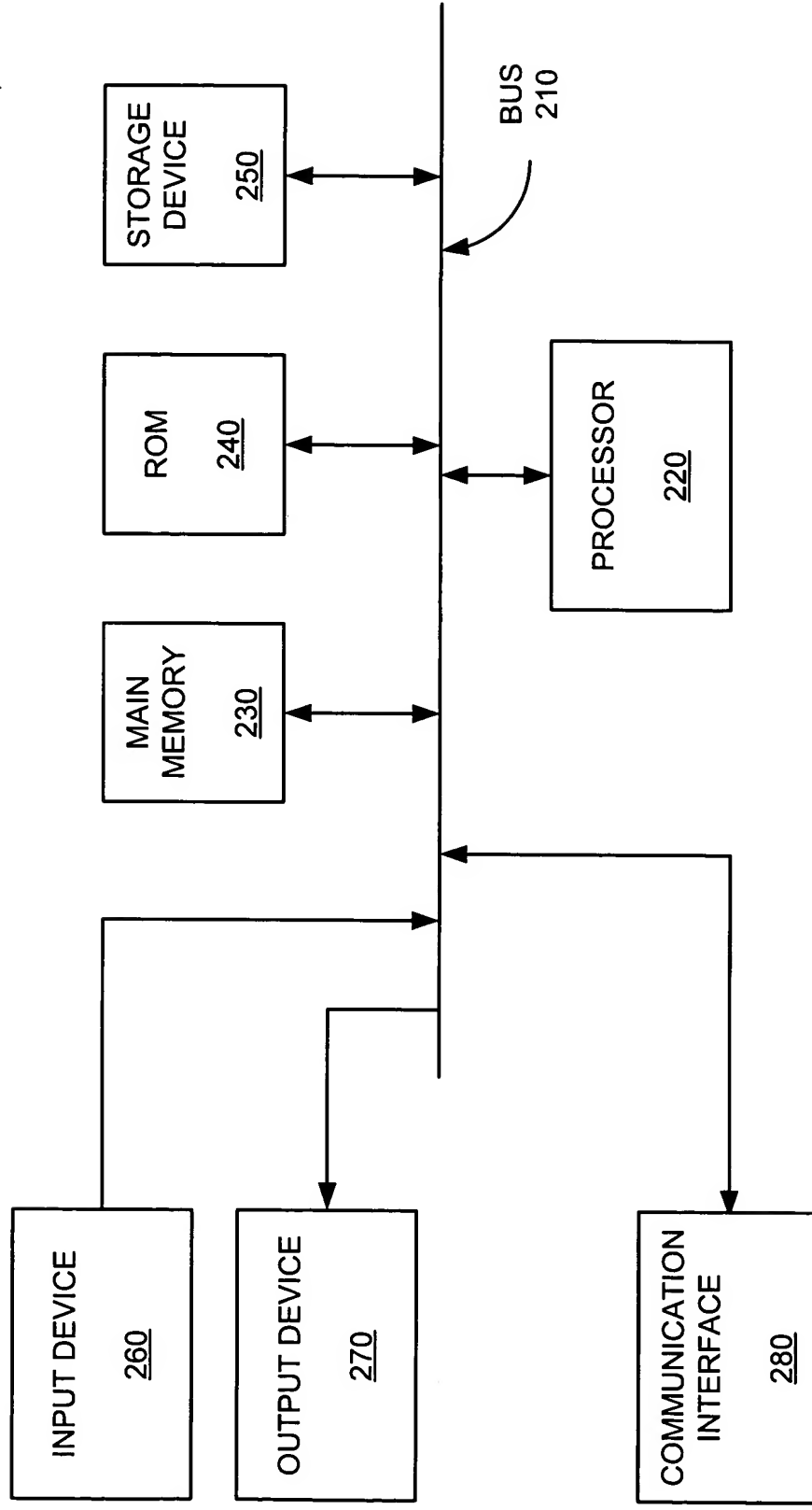


FIG. 1

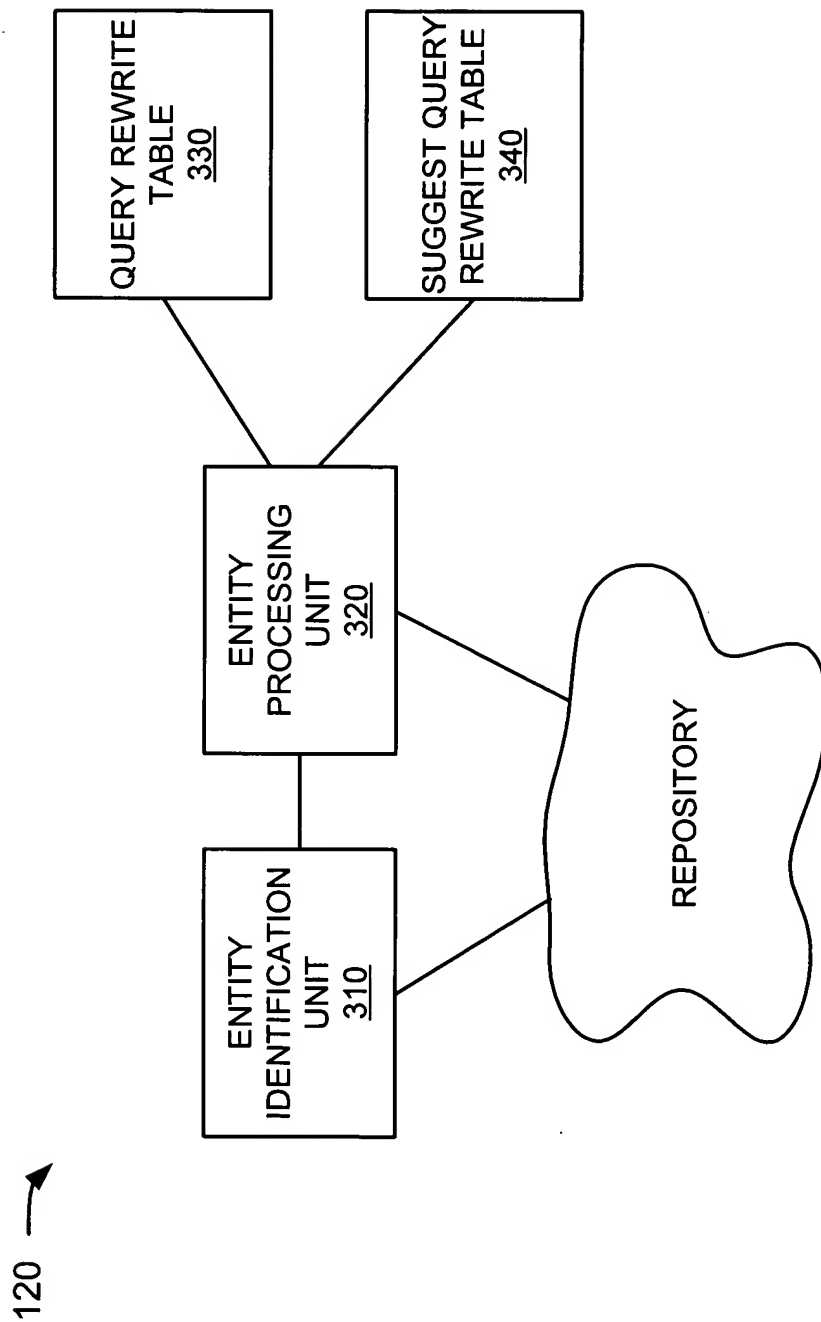


110-140 →



**FIG. 2**

FIG. 3



400 →	410 {	420 {	430 {
QUERY	SELECTED ENTITY ID	USER BEHAVIOR INFORMATION	
QUERY 1	ENTITY ID 12	BEHAVIOR INFO 1	
QUERY 2	ENTITY ID 3	BEHAVIOR INFO 2	
QUERY 2	ENTITY ID 87	BEHAVIOR INFO 3	
QUERY 2	ENTITY ID 123	BEHAVIOR INFO 4	
QUERY 2	ENTITY ID 47	BEHAVIOR INFO 5	
QUERY 3	ENTITY ID 89	BEHAVIOR INFO 6	
QUERY 3	ENTITY ID 873	BEHAVIOR INFO 7	
HARRY POTTER BARNES AND NOBLE	BARNES&NOBLE.COM	INFO RELATING TO ACCESS, INTEREST, ETC.	
● ● ●			

**FIG. 4**

500 →

510 { ENTITY NAME	520 { ENTITY ID
NAME 1 VERSION 1	ENTITY ID 1
NAME 1 VERSION 2	ENTITY ID 1
NAME 1 VERSION 3	ENTITY ID 1
NAME 2 VERSION 1	ENTITY ID 2
BARNES&NOBLE	WWW.BARNESANDNOBLE.COM
● ● ●	

FIG. 5

330 →

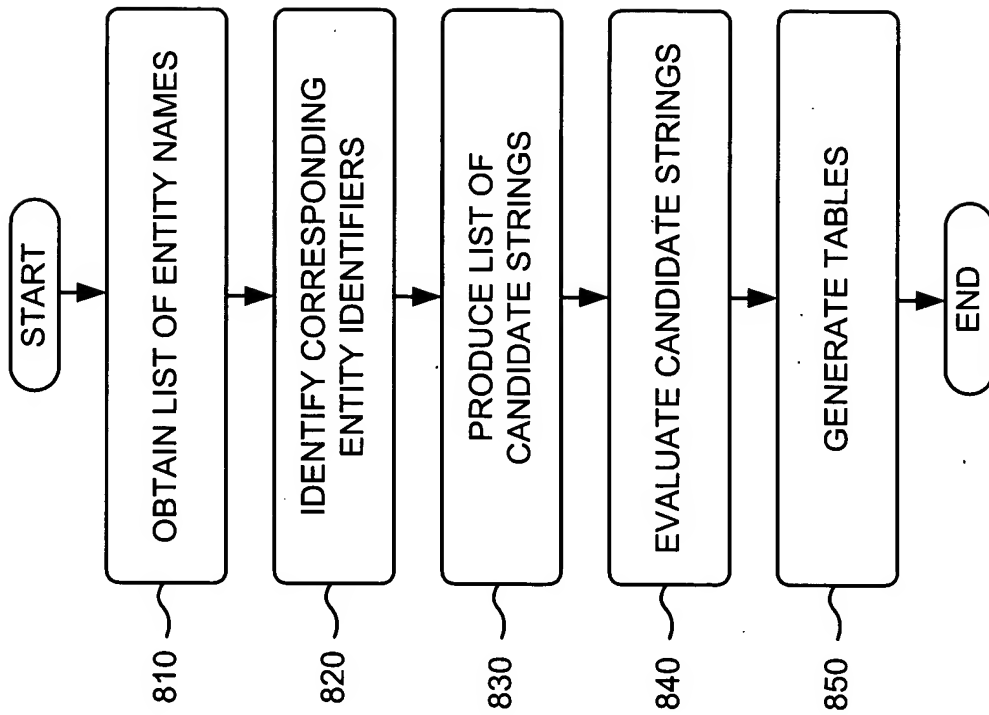
610 { STRING	620 { REWRITE TO
NAME STRING 1	ENTITY ID 1
NAME STRING 2	ENTITY ID 1
NAME STRING 3	ENTITY ID 1
NAME STRING 4	ENTITY ID 2
BARNES & NOBLE	BARNESANDNOBLE.COM
● ● ●	

FIG. 6

340 →

STRING	SUGGEST REWRITE TO
NAME STRING 1	ENTITY ID 1
NAME STRING 2	ENTITY ID 1
NAME STRING 3	ENTITY ID 1
NAME STRING 4	ENTITY ID 2
COACH	COACH.COM
<div>•</div> <div>•</div> <div>•</div>	

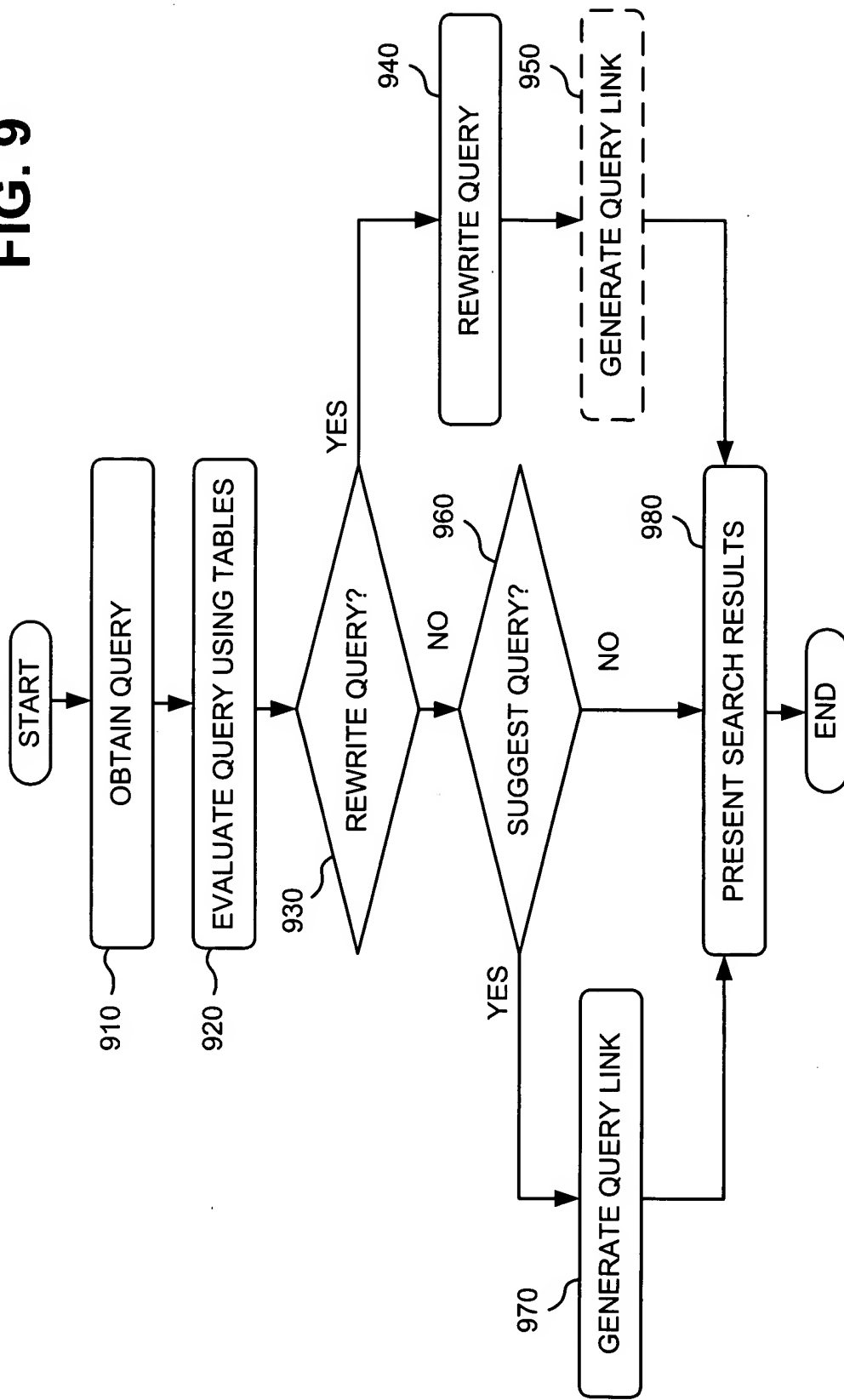
FIG. 7



**FIG. 8**



FIG. 9



Froogle<sup>TM</sup>  
BETA

harry potter amazon |

SEARCH FROOGLE

**FIG. 10**

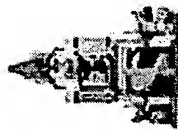
Froogle<sup>™</sup>  
BETA

harry potter store:amazon

SEARCH FROOGLE

SEARCHED PRODUCTS FOR HARRY POTTER AT AMAZON.COM

SEARCH PRODUCTS FOR HARRY POTTER AMAZON ~ 1150



LEGO Harry Potter: Dumbledore's Office (4729)

\$39.98 - Amazon.com - Blocks & Construction

... Connect Dumbledore's Office to your Hogwarts Castle set for the complete Harry Potter experience!  
Includes Professor Dumbledore, Professor ...

~ 1110

~ 1120

~ 1130

1140



LEGO Harry Potter Escape from Private Drive

\$18.74 - Amazon.com - Blocks & Construction

... Attach the string on the rear of the car to the window and pull it free so Harry can escape. Includes Harry Potter, Ron Weasley, and Uncle Vernon Dursley.

FIG. 11

Froogle<sup>™</sup>  
BETA

purse coach |

SEARCH FROOGLE

FIG. 12

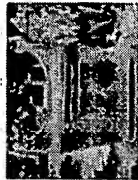
# Froogle<sup>™</sup> BETA

---

SEARCHED PRODUCTS FOR PURSE COACH

---

SEARCH MERCHANT COACH FOR PURSE ~ 1310



1140

Coach Mini Signature Bucket Tote Purse Khaki

\$44.99 - Yahoo! Auctions - Women's Accessories  
Brand New COACH mini Signature Bucket Tote Purse in  
Khaki color. The size of this gorgeous purse is 10.5" x 8"  
x 5", and the adjustable ...

[More from Yahoo! Auctions] ~ 1350



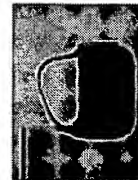
1320



1330



1340



Coach black signature demi purse

\$50.00 - Vendio - Women's Accessories

This is a black Coach signature demi purse. There are  
no guarantees on this item -- I never went and checked  
to see if it really ...

[More from Vendio]

**FIG. 13**

Froogle<sup>™</sup>  
BETA

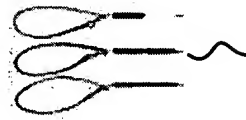
purse store:coach

SEARCH FROOGLE

SEARCHED PRODUCTS FOR PURSE AT COACH

SEARCH PRODUCTS FOR PURSE COACH

1450



1440



Coach Purse Pen

\$38.00 - Coach - Women's Accessories

This colorful enamel pen comes with a leather strap that can be clipped into a handbag. 4" enamel pen. 10 1/4" calfskin wrist strap with dogleash closure.

1410

1420

1430

COACH Women's Wallet Polished Calfskin Elongated French Purse

\$198.00 - Coach - Women's Accessories

A chic addition to your handbag. Ten credit card pockets. Three multi-function pockets. Outside gusseted zip coin compartment. Double bill compartments.

FIG. 14

Google<sup>TM</sup>  
News<sup>BETA</sup>

george bush washingtonpost |

SEARCH NEWS

**FIG. 15**



george bush source:washington\_post

SEARCH NEWS

SEARCHED NEWS SOURCE WASHINGTON POST FOR GEORGE BUSH

SEARCH NEWS GEORGE BUSH WASHINGTONPOST — 1650

Bush: Hussein Eluded Containment Efforts

Washington Post, DC - 10 hours ago

In defending his decision to go to war in Iraq, President Bush suggested yesterday a belief that UN inspections and sanctions were of limited utility in . . .

Bush Offers Shifting Rationale for Iraq War - Washington Post

President Revises Rationale for War - Washington Post

and more >>

1610

1620

1630

1640

Bush Offers Defense of Iraq War Rationale

Washington Post, DC - 23 hours ago

. . . Bush said he decided to go to war based on the intelligence he had at hand about Saddam, but said CIA Director George Tenet's job is not in jeopardy. . . .

Bush, Aides Ignored CIA Caveats - Washington Post

Imminent Danger at the CIA - Washington Post

and more >>

FIG. 16

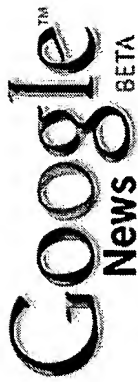


Google<sup>TM</sup>  
News<sub>BETA</sub>

mutual funds business week |

SEARCH NEWS

FIG. 17



mutual funds business week

SEARCH NEWS

## SEARCHED NEWS FOR MUTUAL FUNDS BUSINESS WEEK

### SEARCH NEWS SOURCE BUSINESS WEEK FOR MUTUAL FUNDS

#### Business Briefs

San Antonio Express, TX - 10 hours ago

... Fidelity Investments, the largest US mutual fund company, plans to grow its business ... as Chinese and Japanese regional funds ... percent from 55 percent a week ...

1810

1820

1830

1840

#### Wall Street high life bounces back

Baltimore, MD - 7 hours ago

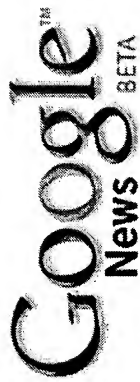
... are feeling liquid, there's big demand from mutual funds, hedge funds ... in December, all of a sudden this business ... was comfortable enough to spend a week ...

#### Online trading powers up

Arizona Business Gazette, AZ - 15 hours ago

... brokerages for more than just trading stocks, mutual funds ... of stock trading that has reinvigorated the business. ... Ameritrade this week opened a store in ...

**FIG. 18**



mutual funds source:businessweek

SEARCH NEWS

SEARCHED NEWS SOURCE BUSINESS WEEK FOR MUTUAL FUNDS

SEARCH NEWS FOR MUTUAL FUNDS BUSINESS WEEK ~ 1950

Dynasty In Distress

BusinessWeek - Feb 1, 2004

... by New York Attorney General Eliot Spitzer for "fraudulent" late trading and market timing of mutual funds. He continues to meet with Spitzer, says a source ...

~ 1910

~ 1920

~ 1930

Rescuing Reuters

BusinessWeek - Feb 1, 2004

... capitalization, then moved on into the stock positions of hedge and mutual funds. ... that their product and service are compelling," says a Goldman source. ...

FIG. 19